

ABSTRACT OF THE DISCLOSURE

A personalization engine for rules and knowledge includes an automatic campaign generation engine and a campaign execution engine. The automatic campaign engine detects desirable patterns of raw data, dynamically creates rule-sets, selects and applies a rule-set to an execution application, and measures an effectiveness of the applied rule-set. The campaign execution engine produces recommended results and generates an explanation for each result. The automatic campaign generation engine detects desirable pattern of raw data by determining data points that act as decision drivers and are most likely to provide desirable information. The automatic campaign generation engine measures an effectiveness of an applied rule-set by keeping track of which rules and which conditions are triggered when a rule-set is applied, and revalidating the rules against new data to ensure the rules are still accurate.